

Message Text

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AMEMBASSY ABU DHABI

AMEMBASSY BEIRUT

AMEMBASSY JIDDA

UNCLAS KUWAIT 0575

BEIRUT FOR LEFEAVER

E.O. 11652: N/A

TAGS: BEXP: KU

SUBJ: FY 75 COMMERCIAL PRESENCE FAIRS

REF: A) STATE A-925, NOV 7, '73 B) KUWAIT A-149, 28 NOV 73

C) STATE 243170 D) KUWAIT 0393

SUMMARY: KUWAIT PLANNING HOST INTERNATIONAL FAIR IN SPRING 1975, AND I BELIEVE IT IMPORTANT US PARTICIPATE IF FAIR ACTUALLY HELD. THIS EFFORT WILL HAVE OUR FULL SUPPORT, BUT IN VIEW OF OUR LIMITED RESOURCES AND THE IMPORTANCE THIS MARKET, I WOULD HOPE TO GET THE MAXIMUM ASSISTANCE POSSIBLE FROM COMMERCE. END SUMMARY.

1. COMMOFF INFORMED BY MR. KAMEL KHAFABI, GM KUWAIT INTERNATIONAL FAIR CO. (SEE REF B) THAT KUWAIT'S FIRST INTERNATIONAL FAIR WILL BE HELD IN SPRING 1975 WITH INVITATIONS FOR PARTICIPATION TO BE ISSUED FOREIGN COUNTRIES THROUGH THE EMBASSIES IN APPROXIMATELY THREE MONTHS. KHAFABI ALSO STATED THE FAIR IS OF GENERAL NATURE AND WILL CONCENTRATE ON PROMOTION OF COMMERCE AND TRADE.

2. AS THIS IS KUWAIT'S FIRST SUCH UNDERTAKING, I DOUBT THEY FULLY APPRECIATE THE MAGNITUDE OF THE PROJECT. NEVERTHELESS,
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THEY SEEM DETERMINED TO PUSH AHEAD WITH IT, ALTHOUGH WE

BELIEVE IT IS POSSIBLE THEY WILL NOT MEET THEIR TARGET DATE.
A 10,000 SQ METER EXHIBITION HALL SCHEDULED FOR COMPLETION
IN DECEMBER IS PRESENTLY UNDER CONSTRUCTION AT THE FAIR
GROUNDS, BUT THE KUWAITIS HOPE LARGER COUNTRIES WILL BUILD
THEIR OWN EXHIBITIONS ON THE ADJOINING GROUNDS.

3. GIVEN OUR CONSIDERABLE ECONOMIC/COMMERCIAL INTERESTS HERE
AND THE PREVALENT IMAGE AMONG MANY TOP GOK OFFICIALS AND
PROMINENT MERCHANTS OF US CORPORATE INDIFFERENCE TOWARDS
THIS MARKET, I BELIEVE IT IMPORTANT FOR THE US TO MAKE A
RESPECTABLE SHOWING IN ORDER THAT WE COUNTER SUCH NEGATIVE
IMPRESSIONS AND NOT YIELD FURTHER GROUND TO OUR ALREADY
CONSIDERABLE COMPETITION -- BOTH ECONOMIC AND POLITICAL -- IN
THIS REGION.

4. I AM, OF COURSE, AWARE THAT THIS UNDERTAKING WILL REQUIRE
A CONSIDERABLE EXPENDITURE OF BOTH TIME AND EFFORT FROM ALL
SECTIONS OF THE EMBASSY. HOWEVER, THIS REQUEST COMES AT
A TIME WHEN OUR RESOURCES ARE ALREADY SPREAD EXTREMELY THIN,
AND EVEN WITHOUT SUCH PARTICIPATION WE WOULD EXPECT THE WORK-
LOAD ON OUR RELATIVELY SMALL ECON/COMMERCIAL SECTION TO BECOME
CONSIDERAB
X HEAVIER IN THE MONTHS AHEAD AS MORE BUSINESSMEN,
BANKERS, CONTRACTORS, AND CONSULTANTS AWAKEN TO THIS AREA'S
POTENTIAL.

5. FOR THESE REASONS, I REQUEST COMMERCE PROVIDE US WITH
THE MAXIMUM SUPPORT AVAILABLE UNDER THE "TYPE A" COMMERCIAL
PRESENCE FAIR PROGRAM AS OUTLINED IN REF A. MOREOVER, WHEN AND
WHERE NECESSARY, OUR FY 75 COMMERCIAL EVENTS PROGRAM SHOULD
BE REVISED IN ORDER TO ENSURE US SUFFICIENT TIME TO MOUNT
A US EXHIBITION AND TO MOST EFFECTIVELY UTILIZE OUR RESOURCES
TO FURTHER US ECONOMIC AND COMMERCIAL INTERESTS IN KUWAIT.
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